

6 NOV 1978

MEMORANDUM FOR:

[REDACTED]
Acting Director, Policy Guidance Office
Resources Management Staff

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ATTENTION:

[REDACTED]

FROM:

Herbert E. Hetu
Special Assistant (Public Affairs)
to the Director of Central Intelligence

SUBJECT:

Input to the DCI's Annual Report

REFERENCE:

DCI/ICS 78-1197, same subject, 17 October 1978

1. Paragraph 2.a. of the reference requested thoughts on public perceptions and attitudes regarding intelligence, suitable for the 1978 annual report of the DCI. Our recommended input is attached.

2. Paragraph 2.b. of the reference requested thoughts on leaks. The response to this item will be provided by [REDACTED] DCI Security Committee, who has coordinated with both this office and with the DCI's Special Assistant for Counterintelligence.

3. If you have questions or require further information, please contact [REDACTED]

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[REDACTED]
Herbert E. Hetu

Attachment: a/s

Public Affairs

A favorable shift in both editorial and public opinion was noticeable during the last year. Although difficult to quantify, there is an apparent growing view that the Community has been long subjected to criticism and should now be free to do its job with appropriate oversight. Evidence of this is found in mail from the public sector, expressions of confidence from groups that I and others have addressed, and in a number of editorials from newspapers around the U.S. In addition, a number of media and other public expressions of outrage have been leveled against those who wittingly expose intelligence operations and people, and frustration at the legal and practical barriers that prevent the Government from taking action against them.

Increasingly greater emphasis was placed last year on openness and candor on the part of the Intelligence Community with the public. Such a policy acknowledges the realities of 1978. Public insistence on the right to participate more fully in government was forged during the Vietnam years, sharpened by Watergate, and honed to a fine edge by investigations and exposures of the past. Legitimate secrets must of course be protected as vigorously as ever; but, wherever possible we seek opportunities where candor can improve public understanding of our essential role in government without endangering secret operations.

In this connection, I delivered 38 speeches, up from 25 in the previous year. My Deputy, Frank Carlucci, although only a recent arrival, made 10 public speeches. Typical audiences have been college student bodies, professional and trade associations and media and business groups. While these appearances have taken place all across the country, we began late in the year to concentrate such efforts on parts of the country where it is indicated we are least understood. We also imposed upon ourselves a fairly heavy schedule of media interviews (15), news conferences and meetings with newspaper editorial boards (16), radio and television and media event appearances (9), and appearances before several institutional groups who visited us at Langley.

Thirty-two separate public groups--involving several thousand people--visited the CIA headquarters in 1978. The majority of these visits were conducted after normal working hours and were carefully controlled to meet security considerations. Typical of such visits were alumni groups from Yale, MIT and Michigan; the annual convention of the National Newspaper Association and the Young President's Organization.

Mindful of my responsibility as principal spokesman for the Community, formalized for the first time in Executive Order 12036 in January of 1978, I always discuss the Community role as well as that of CIA on such occasions. We have and will continue to underscore problems of vital concern to the entire intelligence effort; security leaks, the inadequacy of existing sanctions to protect classified information, and the progress made toward "charters" legislation. Regarding the latter, for example,

we frequently respond to questions about the adequacy of oversight. In all public appearances I discuss the President's Intelligence Oversight Board and the beneficial relations with the intelligence committees of Congress.

Having come out from under the "no comment" umbrella, we find that we are answering more queries from the press. In 1978 we responded to 2,200 queries. Our willingness to share information increased our credibility with the media. For example, the response was particularly gratifying in October when I spoke to the National Press Club and drew a parallel between intelligence and the media regarding the protection of sources.

I have this year formally charged my Director of Public Affairs to support me in both my Community responsibilities as DCI and Director of CIA, consistent with my designated role as Community spokesman. He responded to this charge in part by bringing individual agency and departmental public affairs officials within the Community together on a regular basis to discuss subjects of common concern.

We are now sharing more of our analytical product with all Americans. Since early 1972 CIA has made available some 550 biographic aids, economic research aids, political and military publications, wall charts, atlases and factbooks, and bibliographic publications. In 1978 alone, some 130 publications of these kinds were released. For several years these unclassified publications have been made available through the Library of

Congress and have been distributed to some 1,300 Federal Depository Libraries nationwide. Some of our maps, atlases and research materials have also been made available through the Government Printing Office. In an effort to increase the availability of such documents at more realistic prices, we have contracted with the Department of Commerce's National Technical Information Service to improve and simplify distribution to the public.

In 1978 the CIA increased its contacts with the academic world. A campaign to improve relations between the intelligence and academic communities was vigorously undertaken. Nevertheless, there are still academic specialists who are fearful that association with the intelligence world will have adverse effects on their careers. There are still some academic institutions in which relations with intelligence agencies are viewed with administrative reserve. There are still some campuses on which anti-intelligence student activists find responsive audiences. The atmosphere overall has greatly improved, however, and it would be inaccurate to say that the work of the Intelligence Community is seriously hampered by such sources of friction that remain.

Symptomatic of improved relations with academia has been the success of a program, begun in February of 1978, of hosting university presidents at CIA Headquarters, for the purpose of discussing mutual interests and problems. Those who visited in 1978 were the presidents of the Universities of Washington, Minnesota, Pittsburgh, Wisconsin, Miami, Louisiana State, Tulane, Johns Hopkins, Swarthmore and Virginia Polytechnic Institute; and the president of the American Council on Education. We plan to expand this dynamic and highly rewarding program in 1979.

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ROUTING AND RECORD SHEET

SUBJECT: (Optional)

DCI's Annual Report

FROM:

Herbert E. Hetu
Special Assistant (Public Affairs)
to the Director of Central Intelligence

EXTENSION

NO.

STAT

DATE

6 November 1978

TO: (Officer designation, room number, and building)

DATE

OFFICER'S
INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

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